

Your standing order should be growing as fast as Philip Morris brands.



Marlboro, the fastest-growing major brand in the business, had an 18% sales increase in 1972. But that's only part of the story:

- Benson & Hedges was up 12.6%
- Virginia Slims, up 12.4%
- Parliament, up 4.5%
- Overall, Philip Morris sales were up 13.7%

To keep up with that kind of growth, you need a bigger standing order on Philip Morris brands.

Don't be caught short on Philip Morris brands. Your customers wouldn't like it, and neither would you.

Philip Morris USA



SOURCE: The Maxwell Report, Oct. 30, 1972. Courtesy of the Maxwell Div. of Wheat First Securities, Inc.

